

DISSERTATION PROPOSAL

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“Essays in Industrial Organization: Platform Economics and Dynamic Market Entry with Externalities”

Tuesday, December 2, 2025
1:00pm
Tepper 4242

This dissertation examines strategic decision-making by platforms and firms in digital retail and emerging technology markets. The first chapter investigates vertical integration between retail platforms and delivery services, focusing on whether platforms manipulate search rankings to favor their own fulfillment services and foreclose delivery competitors. Using two years of search data from Amazon and Mercado Libre Mexico, I develop a structural model with endogenous platform ranking decisions to quantify welfare effects for consumers, sellers, and overall welfare. The second chapter, joint with Aniko Öry and Alan Montgomery, analyzes optimal pricing strategies for hydrogen fuel cell vehicle adoption in heavy-duty transportation. We model a hydrogen supplier's market entry and contract design decisions under network effects and calibrate the model using New York trucking industry data to evaluate infrastructure and adoption subsidies. The third chapter, joint with Aniko Öry, develops a model of endogenous market segmentation between initially identical retail platforms, motivated by observed differences in product mix and pricing between Amazon and Mercado Libre. These chapters contribute to our understanding of platform competition, vertical integration, and technology adoption in markets characterized by network effects and strategic complementarities.

Proposed Committee: Aniko Öry (Chair), Anh Nguyen. Maryam Saeedi, Alan Montgomery, outside reader TBD